

1/21

FIG. 1  
PRIOR ART

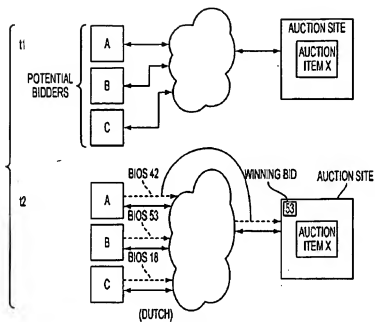


FIG. 1

2/21

FIG. 2  
PRIOR ART

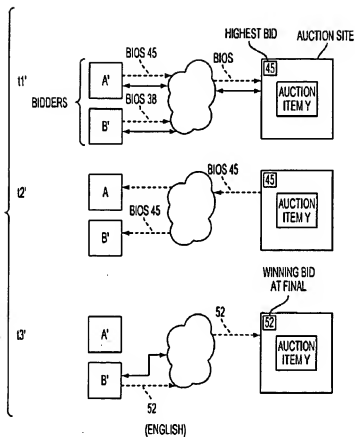


FIG. 2

3/21

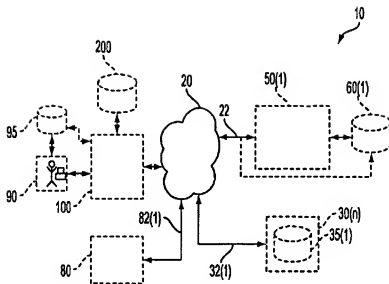


FIG. 3

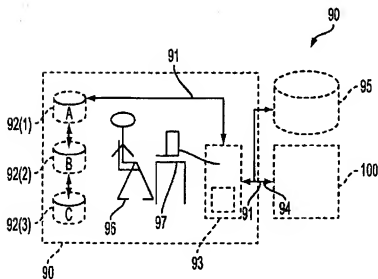


FIG. 4

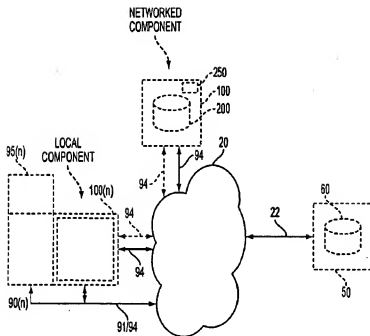


FIG. 5B

5/21

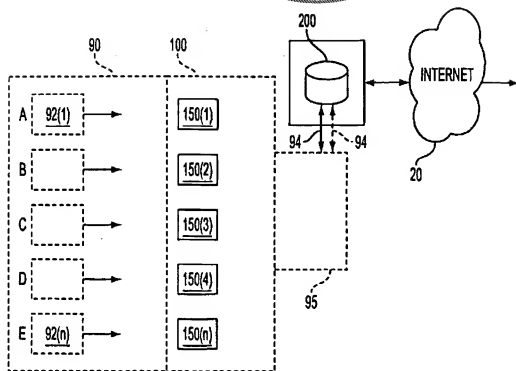


FIG. 6

6/21

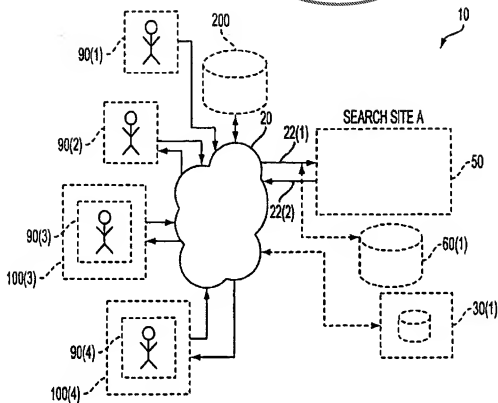


FIG. 7

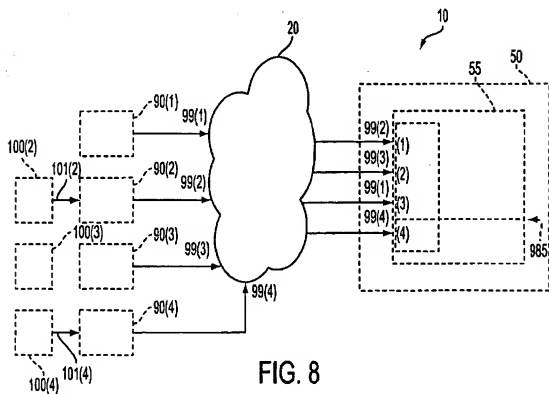


FIG. 8

7/21

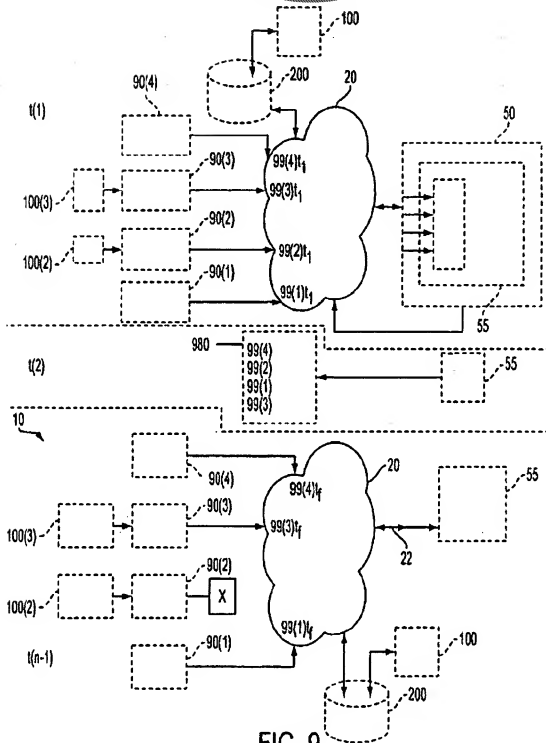
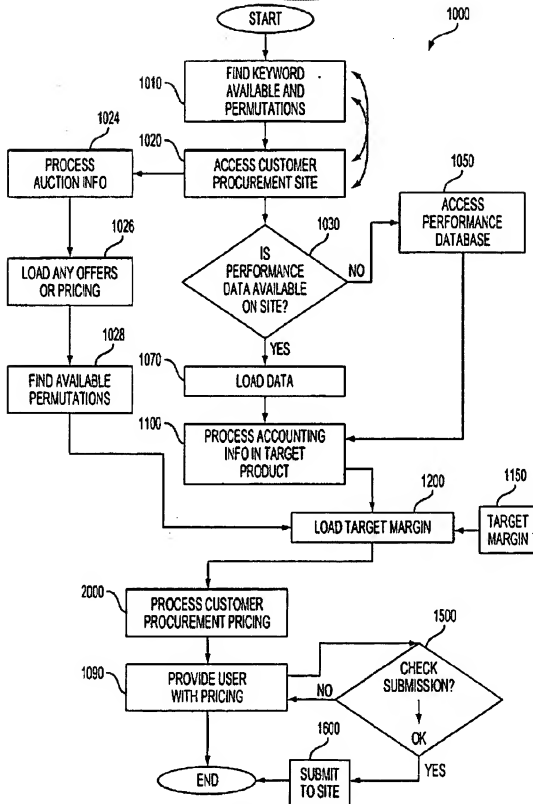


FIG. 9

8/21





9/21

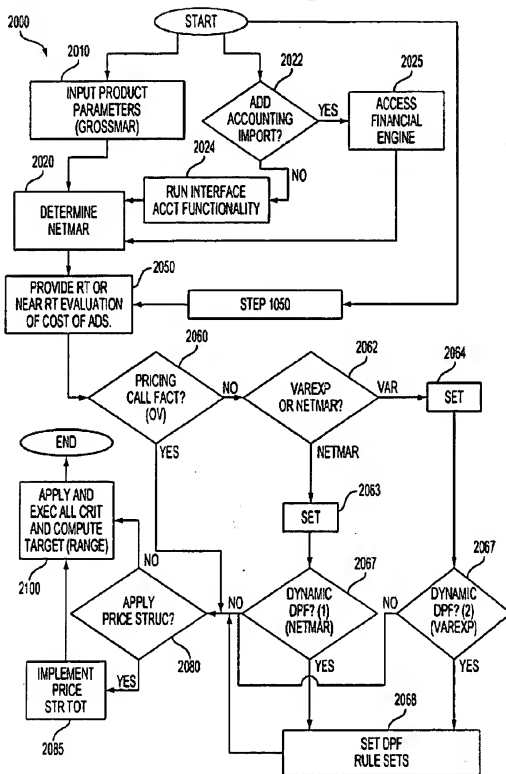


FIG. 11

10/21

950

PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

11/21

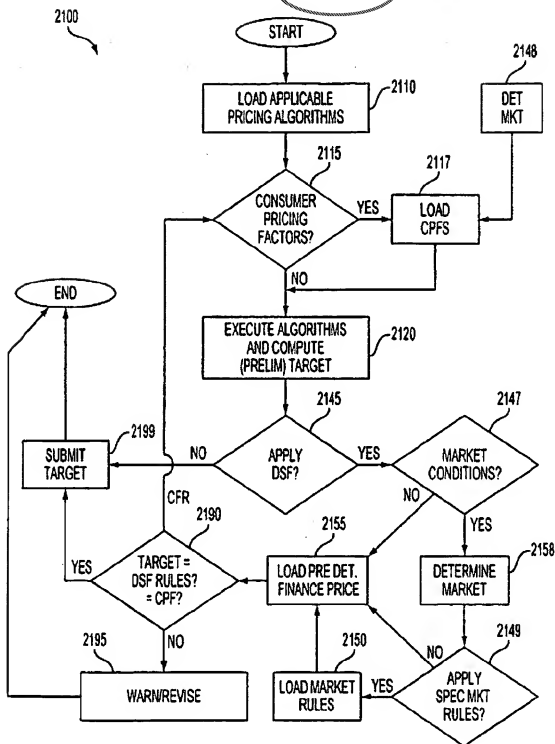


FIG. 13

12/21

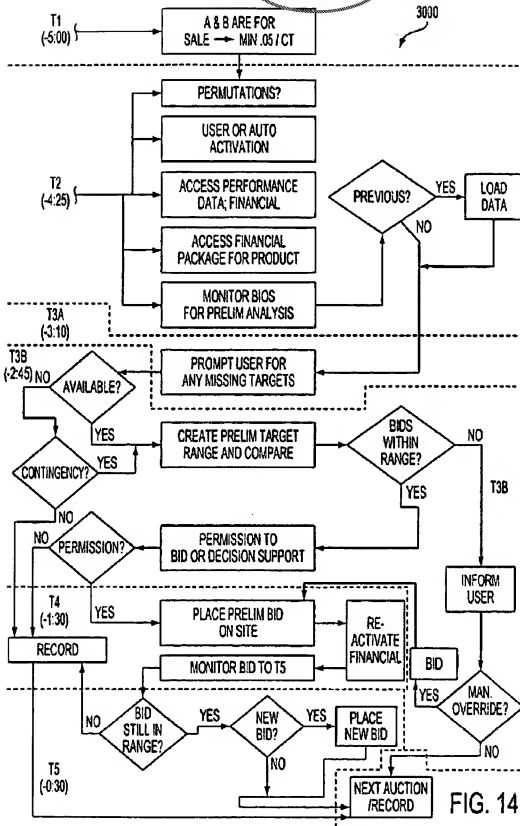


FIG. 14

13/21

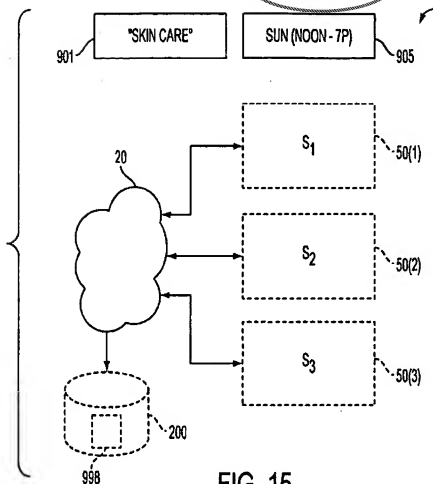


FIG. 15

KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
"SKIN CARE"	50(1)	SUN 1 - 4P	0.27	X	
	50(2)	ALL DAY	0.15		
	50(2)	1 - 6P	0.24		
	50(3)	ALL DAY	0.17		
	50(3)	WEEK	0.125		

FIG. 16

14/21

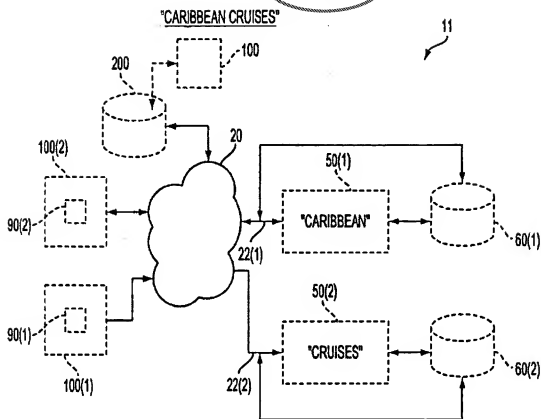


FIG. 17

<u>PRICE</u>			
$S_1$	$S_2$		
"CARIBBEAN"	"CRUISE"		
.47	.87		
<u>PERFORMANCE</u>		<u>CLICK-THROUGH</u>	
$S_1$	$S_2$	$S_1$	$S_2$
CARIBBEAN	CRUISE	CRUISE	CARIBBEAN
1.75 / MIN	1.21 / MIN	1.82 / MIN	2.67 / MIN

FIG. 18

15/21

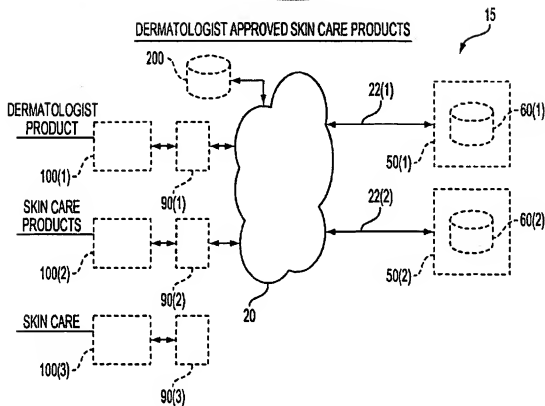


FIG. 19

975

FACTORS

SITE		$S_1$	$S_2$	
PERMUTATION ELEMENT	$P_1E_1$	1.3	.82	→
	$P_2E_1$	.05	.03	→
	$P_3E_1$	.72	.54	→
	$P_1E_2$	1.8	1.5	
	$P_2E_2$	.72	.63	
	$P_3E_2$	.81	.75	
	$P_1E_1E_2$	1.0	1.15	
	$P_2E_1E_2$	.73	.71	
	$P_3E_1E_2$	.61	.60	

→

→

→

FIG. 20

16/21

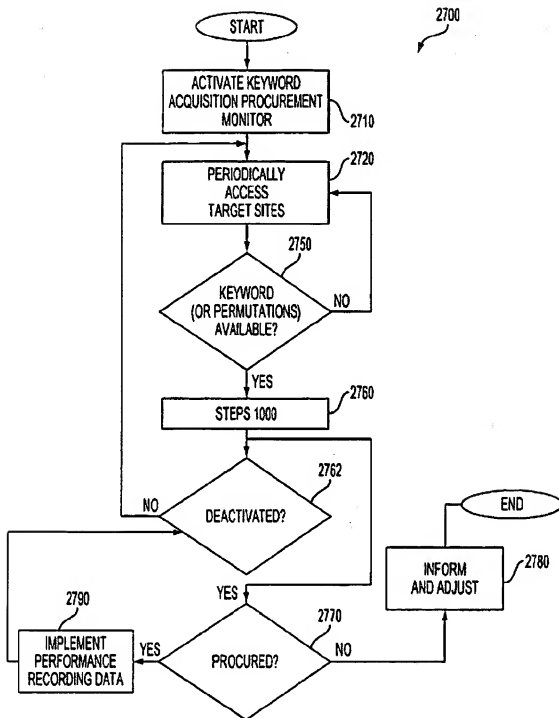


FIG. 21



17/21

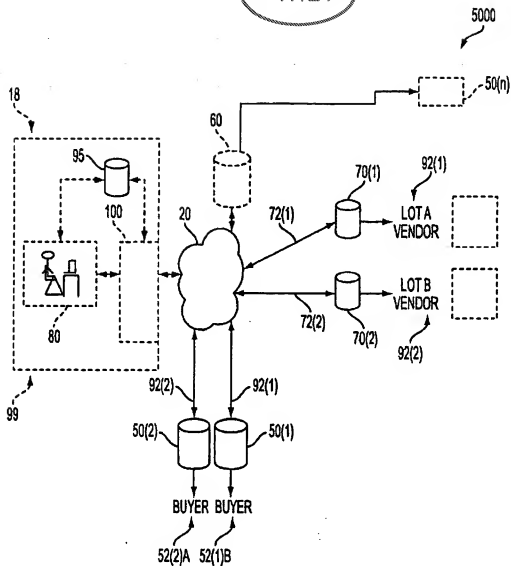


FIG. 22

18/21

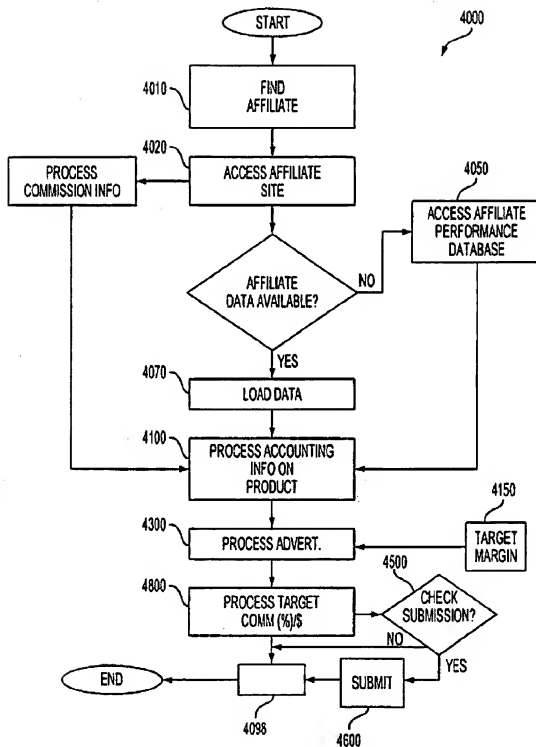


FIG. 23

19/21

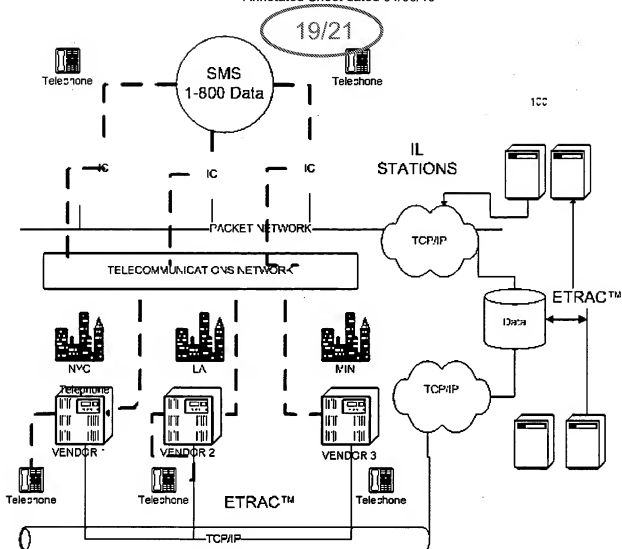


FIG. 24



21/21

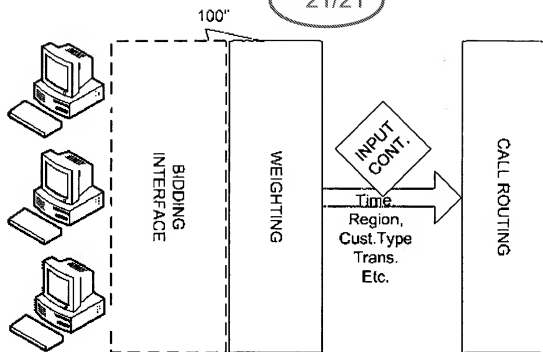


FIG. 27

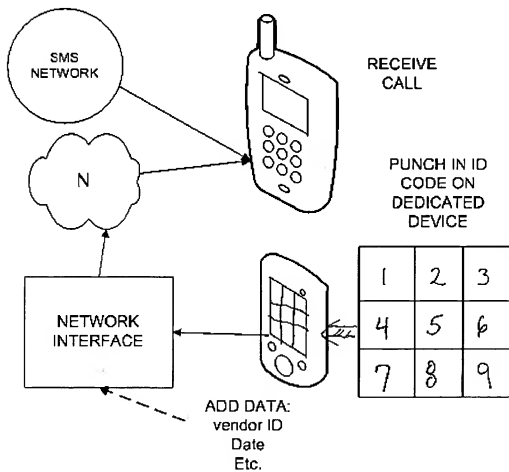


FIG. 28